



Office of Mayor Jerry Sanders

FOR IMMEDIATE RELEASE

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Fact Sheet

Convention Center Tops One Million Mark in Future Hotel Room Nights Sold for City of San Diego

*Future business will generate \$40.6 million in tax revenue, a record 88
conventions and over half a million out-of-town delegates*

Mayor Jerry Sanders today announced that the San Diego Convention Center had a banner year booking a record-breaking 88 future conventions whose attendees will use 1,066,297 hotel rooms throughout San Diego.

- This is the highest number of future room nights booked in a single year since the Convention Center's expansion in 2001.
- The events are booked through 2020 and will attract an all-time-high 632,160 out-of-town delegates.
- The future business is expected to generate \$1.9 billion in regional economic impact and \$40.6 million in tax revenues to the City of San Diego.

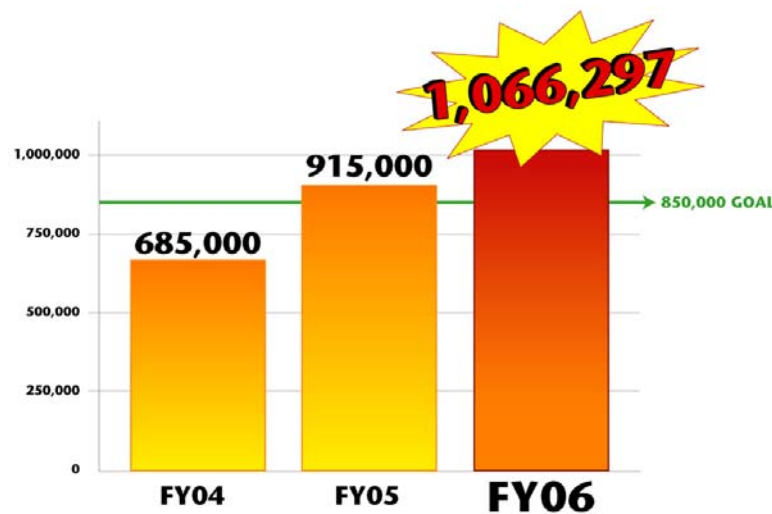
This success would not be possible without the annual investment the City contributes to the facility. The partnership between the City and the Convention Center allows the facility to offer incentives for multiple-year contracts enhancing its competitive edge in today's fierce meetings market. The results have been strengthened further by the facility's outstanding reputation for service excellence.

This achievement demonstrates the strength of San Diego as a destination and the award-winning Convention Center's ability to attract future business to our City that returns enormous economic rewards for all San Diegans.

What does this mean to San Diego's future?

- \$1.9 billion in future regional economic impact
- \$40.6 million in future tax revenues that help the city pay for important city services including police protection, beach and park maintenance, libraries and other vital services that improve the quality of life for all San Diegans
- An all-time-high 88 events booked through 2020 ensuring future convention business for San Diego
- 632,160 future out-of-town attendees who will infuse fresh dollars into the local economy by spending in the City's hotels, restaurants, retail establishments, attractions and transportation
- 1,066,297 future room nights for local hoteliers, a record since the expansion opened in 2001

Hotel Room Nights Booked as a Result of Convention Center Events FY04 – FY06



- Future room nights booked in FY06, 1,066,297, surpassed FY05 results, 914,717, by 16.6%
- Future room nights booked in FY06, 1,066,297, surpassed FY04 results, 685,000, by 55.7%
- Future room nights are booked against an annual goal of 850,000 which was surpassed by 25.5% in FY06 and 7.6 % in FY05

Repeat Business

- The Convention Center has been highly successful at booking repeat business because of its strong partnership with the City of San Diego and the local hospitality community.
- Of the 88 future events booked, 67 are repeat customers. This places repeat business at 76%, a record-breaker since the Convention Center began tracking repeat business three years ago.

ESRI & Comic Con

- Two significant pieces of return business are Environmental Systems Research Institute (ESRI) and San Diego Comic-Con International.

- On August 7 through 11th, ESRI returns to San Diego and will celebrate their 10- year anniversary at the Convention Center. The event attracts approximately 15,000 specialists in geographic information system software. Going forward, ESRI has signed a contract to come to San Diego annually through 2015.

ESRI 2006 Economic Benefits for San Diego

Economic Impact	Tax Revenues for City of San Diego
\$46.5 million	\$ 1 million

ESRI 2007 – 2015 Cumulative Economic Benefits for San Diego

Economic Impact	Tax Revenues for City of San Diego
\$596.8 million	\$12.8 million

- Comic-Con has been an annual event at the Convention Center since the building opened 17 years ago. This enormously popular event is an annual gathering of comic, toy, television and film enthusiasts. The group has signed a contract to return to San Diego through 2009. Last year, the event drew approximately 100,000 attendees.

Comic-Con 2006 Economic Benefits for San Diego

Economic Impact	Tax Revenues for City of San Diego
\$32.1 million	\$ 692,000

Comic-Con 2007 – 2009 Cumulative Economic Benefits for San Diego

Economic Impact	Tax Revenues for City of San Diego
\$96.3 million	\$2.07 million

Occupancy Levels

- In FY06, the building's occupancy was 65.9%, surpassing last year's occupancy of 63.2%.

The expansion that opened in 2001 increased the San Diego Convention Center's gross square footage to 2.6 million square feet. While the expansion allowed the Convention Center to accommodate additional business, the building is already surpassing the industry's optimal occupancy range which is between 50-60%.

SDCCC Background

The San Diego Convention Center Corporation was created by the City of San Diego in 1984 to manage, market and operate the Convention Center. Since the building opened in 1989, the Convention Center has generated \$12.8 billion in regional economic impact, \$270 million in tax revenues for the City of San Diego and welcomed over 12.4 million guests through its doors.